IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. When strikethrough cannot easily be perceived, or when five or fewer characters are deleted, [[double brackets]] are used to show the deletion. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered). Please AMEND claims 1-14 and ADD new claims 15-17 in accordance with the following:

1. (Currently Amended) An advertisement posting system<u>,</u> comprising:

<u>a geographical factor designation/acquisition unit defining a geographical factor to post an advertisement from location designation information;</u>

an advertisement-cost calculation unit calculating the cost of [[an]] <u>the</u> advertisement in consideration of [[a]]<u>the</u> geographical factor; and

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor.

2. (Currently Amended) An advertisement posting system <u>according to claim 1, further</u> comprising:

~~an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a geographical factor and a status of use of the advertisement related to the geographical factor;~~

~~an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor; and~~

a status-of-use acquisition unit acquiring [[the]]<u>a</u> status of use of the advertisement related to the geographical factor<u>,</u>

<u>wherein the advertisement-cost calculation unit calculates the cost of the advertisement in consideration of the geographical factor and the status of use of the advertisement related to the geographical factor.</u>

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3. (Currently Amended) An advertisement posting system according to claim 1, further comprising:

~~an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a geographical factor and user information of the advertisement;~~

~~an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor; and~~

a unit designating or acquiring ~~the~~ user information of the ~~presented~~ advertisement,

wherein the advertisement cost calculation unit calculates the cost of the advertisement in consideration of a geographical factor and user information of the advertisement.

4. (Currently Amended) An advertisement posting system, comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a temporal factor; and

an advertisement posting unit posting the advertisement relating to the temporal factor on an information terminal ~~in a manner related to the temporal factor~~.

5. (Currently Amended) An advertisement posting system according to claim 4, further comprising:

a status-of-use acquisition unit acquiring the status of use of the advertisement related to the temporal factor,

wherein the[[an]] advertisement-cost calculation unit ~~calculating~~calculates the cost of [[an]]the advertisement in consideration of [[a]]the temporal factor and [[a]]the status of use of the advertisement related to the temporal factor[[;]]

~~an advertisement posting unit posting the advertisement on an information terminal in a manner related to the temporal factor; and~~

~~a status-of-use acquisition unit acquiring the status-of-use of the advertisement related to the temporal factor.~~

6. (Currently Amended) An advertisement posting system according to claim 4, further comprising:

a unit designating or acquiring user information of the advertisement,

wherein [[an]]the advertisement-cost calculation unit ~~calculating~~calculates the cost of [[an]]the advertisement in consideration of [[a]]the temporal factor and user information of the advertisement[[;]]

~~an advertisement posting unit posting the advertisement on an informational terminal in a manner related to the temporal factor; and~~

~~a unit designating or acquiring the user information of the presented advertisement.~~

7. (Currently Amended) A method of calculating an advertisement cost in a system for posting an advertisement on an information terminal in a manner related to a geographical factor~~either~~ or both of a geographical factor [[or]]and a temporal factor, comprising:

~~at the time of cost estimation for the advertisement or agreement for the advertisement,~~ inputting information at the time of cost estimation for the advertisement or agreement for the advertisement regarding either the geographical factor, such as location or region in which the advertisement is to be posted, or the temporal factor, such as time slot, type of day, or season in which the advertisement is to be posted, or both of the geographical factor and the temporal factor;

posting the advertisement relating to either the geographical factor, the temporal factor, or both of the geographical factor and the temporal factor to the information terminal;

referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or both of the geographical factor and the temporal factor; and

calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor.

8. (Currently Amended) A computer readable ~~record~~recording medium which stores a program for calculating an advertisement cost in a system for posting an advertisement on an information terminal in a manner related to either a geographical factor or both of [[a]]the geographical factor and [[the]]a temporal factor, the program causing a computer to execute:

at the time of cost estimation for the advertisement or agreement for the advertisement, ~~processing for~~ inputting information regarding either the geographical factor such as location or region in which the advertisement is to be posted, or the temporal factor such as time slot, type of day, or season in which the advertisement is to be posted, or both of the geographical factor and the temporal factor;

posting the advertisement relating to the geographical factor to the information terminal;

~~processing for~~ referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or a combination of the geographical factor and the temporal factor; and

~~processing for~~ calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor.

9. (Currently Amended) An advertisement posting system, comprising:

geographical factor designation/acquisition means for defining a geographical factor to post an advertisement from location designation information;

[[an]] advertisement-cost calculation means for calculating the cost of [[an]]the advertisement in consideration of a geographical factor; and

[[an]] advertisement posting means for posting the advertisement on an information terminal in a manner related to the geographical factor.

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10. (Currently Amended) An advertisement posting system according to claim 9, further comprising:

status-of-use acquisition means for acquiring a status of use of the advertisement related to the geographical factor,

wherein the[[an]] advertisement-cost calculation means for calculatingcalculates the cost of [[an]]the advertisement in consideration of [[a]]the geographical factor and [[a]]the status of use of the advertisement related to the geographical factor[[;]]

an advertisement posting means for posting the advertisement on an informational terminal in a manner related to the geographical factor; and

a status-of-use acquisition means for acquiring the status of use of the advertisement related to the geographical factor.

11. (Currently Amended) An advertisement posting system according to claim 9, further comprising:

means for designating or acquiring user information of the presented advertisement,

wherein the[[an]] advertisement-cost calculation means for calculatingcalculates the cost of [[an]]the advertisement in consideration of [[a]]the geographical factor and user information of the advertisement[[;]]

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the geographical factor; and

a means for designating or acquiring the user information of the presented advertisement.

12. (Currently Amended) An advertisement posting system, comprising:

[[an]]advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a temporal factor; and

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an advertisement posting means for posting the advertisement on an information terminal in a manner related to the temporal factor.

13. (Currently Amended) An]advertisement posting system according to claim 12, further comprising:

status-of-use acquisition means for acquiring a status of use of the advertisement related to the temporal factor,

wherein the[[an]] advertisement-cost calculation means for calculatingcalculates the cost of [[an]]the advertisement in consideration of [[a]]the temporal factor and [[a]]the status of use of the advertisement related to the temporal factor[[;]]

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the temporal factor; and

a status-of-use acquisition means for acquiring the status of use of the advertisement related to the temporal factor.

14. (Currently Amended) An advertisement posting system according to claim 12, further comprising:

means for designating a user or acquiring information of the presented advertisement,

wherein the[[an]] advertisement-cost calculation means for calculatingcalculates the cost of [[an]]the advertisement in consideration of [[a]]the temporal factor and user information of the advertisement[[;]]

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the temporal factor; and

a means for designating the user or acquiring information of the presented advertisement.

15. (New) An advertisement posting system, comprising:

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a geographical factor designation/acquisition unit defining a geographical factor to post an advertisement from location designation information;

an advertisement-cost calculation unit calculating the cost of the advertisement in consideration of the geographical factor and a temporal factor; and

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor and the temporal factor.

16. (New) An advertisement posting system according to claim 15, further comprising:

a status-of-use acquisition unit acquiring the status of use of the advertisement related to the temporal factor,

wherein the advertisement-cost calculation unit calculates the cost of the advertisement in consideration of the geographical factor, the temporal factor, and the status of use of the advertisement related to the temporal factor.

17. (New) An advertisement posting system according to claim 15, further comprising:

a unit designating or acquiring user information of the presented advertisement,

wherein the advertisement-cost calculation unit calculates the cost of the advertisement in consideration of the geographic factor, the temporal factor, and user information of the advertisement.

18. (New) An advertisement posting system, comprising:

geographical factor designation/acquisition means for defining a geographical factor to post an advertisement from location designation information;

advertisement-cost calculation means for calculating the cost of the advertisement in consideration of the geographical factor and a temporal factor; and

advertisement posting means for posting the advertisement on an information terminal in a manner related to the geographical factor and the temporal factor.

19. (New) An advertisement posting system according to claim 18, further comprising:

status-of-use acquisition means for acquiring the status of use of the advertisement related to the temporal factor,

wherein the advertisement-cost calculation means calculates the cost of the advertisement in consideration of the geographical factor, the temporal factor, and the status of use of the advertisement related to the temporal factor.

20. (New) The advertisement posting system according to claim 18, further comprising:

means for designating or acquiring user information of the presented advertisement,

wherein the advertisement-cost calculation means calculates the cost of the advertisement in consideration of the geographic factor, the temporal factor, and user information of the advertisement.